

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
CALIFORNIA	29,760,021	33,871,648	35,526,692	38,241,365
MEDIAN AGE (YRS)	-----	33.3	34.2	35.6
HISPANICS (ANY RACE)		10,966,556	11,858,805	13,355,944
STATE'S PERCENTAGE		32.38%	33.38%	34.93%
POPULATION BY RACE		2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE		20,170,059	20,755,602	21,746,821
STATE'S PERCENTAGE		59.55	58.42	56.87
MEDIAN AGE (YRS)		37.4	38.4	39.9
BLACK/AFRICAN-AMERICAN		2,263,882	2,386,569	2,529,477
STATE'S PERCENTAGE		6.68	6.72	6.61
MEDIAN AGE (YRS)		31.3	31.9	32.7
AMERICAN INDIAN/NATIVE		333,346	367,666	423,130
STATE'S PERCENTAGE		0.98	1.03	1.11
MEDIAN AGE (YRS)		29.2	28.7	28.1
ASIAN		3,697,513	3,994,761	4,477,501
STATE'S PERCENTAGE		10.92	11.24	11.71
MEDIAN AGE (YRS)		34.2	35.7	38.3
HAWAII/PACIFIC ISLANDER		116,961	123,181	134,450
STATE'S PERCENTAGE		0.35	0.35	0.35
MEDIAN AGE (YRS)		28.1	28.2	28.5
OTHER		5,682,241	6,184,447	7,010,659
STATE'S PERCENTAGE		16.78	17.41	18.33
MEDIAN AGE (YRS)		24.4	25.6	27.3
POPULATION BY LOCALITY			2003 ESTIMATED	2008 PROJECTED
URBAN		-----	18,048,985	19,246,583
SUBURBAN		-----	15,215,947	16,548,744
RURAL		-----	2,261,760	2,446,038

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$52,417	-----	
PER CAPITA	\$24,725	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$554,049,298,000	\$702,704,163,000	26.83%
FOOD AT HOME TOTAL	\$66,541,692,000	\$78,204,517,700	17.53%
FOOD AWAY FROM HOME TOTAL	\$59,359,996,100	\$74,488,380,900	25.49%
FOOD AS % OF TOTAL EXPENDITURES	22.72%	21.73%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$13,033,308,200	\$15,598,481,200	19.68%
FISH & SEAFOOD PRODUCTS	\$1,489,664,900	\$1,725,012,300	15.80%
FRUITS & VEGETABLES	\$8,224,444,900	\$9,478,823,500	15.25%
DAIRY PRODUCTS	\$7,403,788,700	\$8,657,078,200	16.93%
BAKERY PRODUCTS	\$6,932,807,200	\$7,885,429,700	13.74%
CEREALS & PRODUCTS	\$3,810,506,500	\$4,614,203,700	21.09%
PREPARED FOODS	\$10,458,820,200	\$12,281,315,300	17.43%
JUICES	\$2,116,000,800	\$2,435,703,900	15.11%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$3,966,062,200	\$5,528,670,900	39.40%
FAST FOOD	\$1,848,215,000	\$2,505,918,000	35.59%
FULL SERVICE	\$2,117,847,200	\$3,022,752,900	42.73%
LUNCH	\$14,335,387,300	\$17,942,249,100	25.16%
FAST FOOD	\$8,676,318,000	\$10,622,012,500	22.43%
FULL SERVICE	\$5,659,069,300	\$7,320,236,600	29.35%
DINNER	\$21,640,853,400	\$27,666,509,200	27.84%
FAST FOOD	\$8,181,946,700	\$10,086,993,500	23.28%
FULL SERVICE	\$13,458,906,700	\$17,579,515,800	30.62%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$1,088	\$1,224	12.50%
POULTRY	\$356	\$401	12.64%
EGGS	\$67	\$73	8.96%
FISH & SEAFOOD			
FRESH	\$74	\$79	6.76%
FROZEN	\$31	\$36	16.13%
CANNED	\$20	\$21	5.00%
FRUITS / VEGETABLES			
FRESH	\$514	\$560	8.95%
CANNED	\$80	\$90	12.50%
FROZEN	\$64	\$66	3.13%
OTHER	\$29	\$28	-3.45%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$187	\$204	9.09%
CHEESE	\$157	\$164	4.46%
ICE CREAM	\$98	\$106	8.16%
BUTTER / MARGARINE	\$46	\$56	21.74%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$457	\$490	7.22%
COOKIES	\$79	\$83	5.06%
CRACKERS	\$43	\$45	4.65%
CEREALS & PRODUCTS			
CEREALS	\$160	\$172	7.50%
PASTA PRODUCTS	\$60	\$71	18.33%
FLOUR & MIXES	\$43	\$51	18.60%
RICE	\$55	\$68	23.64%
PREPARED FOODS			
SNACKS/CHIPS	\$134	\$155	15.67%
JUICES	\$177	\$191	7.91%
FROZEN/PREP. OTHER	\$109	\$127	16.51%
SOUPS	\$68	\$79	16.18%
SAUCES & GRAVIES	\$70	\$70	0.00%
BABY FOOD	\$52	\$57	9.62%
FROZEN MEALS	\$46	\$52	13.04%
NUTS	\$32	\$35	9.38%
SALADS	\$29	\$34	17.24%

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